



**Ms Elaine**



Elaine is a qualified image consultant, makeup artiste and hairstylist, and certified ACTA Trainer, specializing in personal and corporate image management courses, like personal grooming, corporate grooming, dress sense, deportment, social, business and dining etiquette. Having worked in both government agency and private sector, she garnered extensive working experiences in marketing communications, public relations, event management and business development. It also gave her valuable insights into various business cultures and settings, complementing her consultation in helping corporations build their corporate image by advising corporate professionals on their appearances and mannerisms.

Elaine is highly recognised in the image consultancy arena and was conferred Top 100 Singapore Excellence Award 2013/2014 and 2010 Successful Entrepreneur award by Singapore Today. In addition, the company was appointed to be the official grooming company to conduct training for Youth Olympics Games 2010 volunteers. Nanyang Polytechnic and Singapore Polytechnic School of Business has also invited her to be their adjunct lecturer for topics related to selling and sales management and marketing communications.

She was invited to be a guest judge on MediaCorp Channel U's Wardrobe SOS shows and Channel 8's "She is the one" show. She also appeared on Channel 8's "Living Well" show as a guest appearance and was interviewed in "Her Sense", a Channel 8's variety show. She was a guest speaker with Asian Business Forum, Thailand, at "Be Absolutely U!" Party organized by Channel U and Kimberly Clarke Pte Ltd and at a Century Square event. She was also a speaker for "Look Good, Feel Great, Talk Well" seminar organized by MediaCorp's Singapore Media Academy. Chosen by Singapore Tourism Board to be the personal shopper for overseas media delegates during the "Uniquely Sg weekend" media hosting, she brought the group through a colour analysis session, followed by a shopping trip to one of the shopping malls in Singapore. She was also invited to be the deportment trainer and judge for NUS Science Faculty Pageant 2007 and NTU Student Union Orientation Camp Pageant 2008. For Miss Singapore Universe 2008 pageant, she was appointed as the official grooming stylist, deportment trainer for the contestants and the choreographer for the catwalk segments.

She was the winner of Ms Singapore International World 2008 and for the same pageant, she has also clinched the following prestigious subsidiary awards of Ms Coverlad, Ms Singapore Contestant of the Year and Ms Singapore Best Stage Presence in the same pageant.



Company Registration No. 200403896W

She was also featured in Nuyou magazine and Elle magazine for her entrepreneurial spirit, Newman magazine, Female magazine and MyPaper and interviewed by Simply Her magazine, Mediacorp 93.3FM and 95.8FM for her expertise in image consultancy. She has conducted a large scale seminar for the readers of Mypaper, a Chinese tabloid by SPH and contributed to articles in Straits Times Recruit sections. U weekly magazine also approached her to do a series of makeovers for their readers, coming up with three different looks for each issue. Being named as a **'Stylemeister'** by Her World magazine March 2007 and **'Style Insider'** for her blog on [www.xin.sg](http://www.xin.sg) (a mediacorp website) proves her credentials and experience in image consultancy. She has often been approached by renowned brands like Calvin Klein Underwear, Lancaster, Clarins, SKII, Revlon, etc to conduct seminars or endorse their products.

Armed with a 2nd upper honours degree from National University of Singapore, she continued to pursue her studies and while working, she obtained three beauty diplomas with Confederation of International Beauty Therapy and Cosmetology (CIBTAC), Independent Professional Therapists International (IPTI) and Cosmoprof. In 2003, she went on to obtain an Advanced Certificate in Marketing with Chartered Institute of Marketing (CIM). This mix of education complemented her good understanding of human behaviour and expectations with sound knowledge and experience in image consultation.



Some of her esteemed clients include:

**Corporations**

Hang Ten  
Dennis Wee Group  
PontiacLand Group  
Starhub  
Henkel  
IBM  
Singapore Press Holdings  
JobsDB  
Unicity  
Emerson Network Power  
Sumitomo Bikelite  
Moove Media  
Hewlett Packard Singapore  
Siemens  
Pacific Lines International  
Asia Pacific Breweries  
Abwin Pte Ltd  
Singapore General Hospital  
Ang Mo Kio Thye Hua Kwan  
Hospital  
St Luke's Hospital  
Sheffield Employment  
Agency  
IMEDEEM  
ACE Insurance  
Century Square (Asia Malls  
Pte Ltd)  
Diethelm Singapore  
Singtel  
HRNet One  
Renesas Technology  
GE Pacific  
Dowell Schlumberger Int'l  
Inc  
Revlon  
Stage Cosmetics  
St Regis Hotel  
Sealy Asia  
Certis CISCO  
Beauty Choice Pte Ltd  
SHELL  
FM Global  
Tanglin Club  
Maple Tree

**Government Agencies**

IRAS  
SAFTI Officer Cadet School  
Singapore Tourism Board  
MINDEF  
Central Provident Fund  
Board (CPF)  
Singapore Customs  
MOM  
National Boards Park  
DSTA  
Subordinates Courts

**Societies and Clubs**

People's Association  
Association of Chartered  
Certified  
Accountants(ACCA)  
Whispering Hearts Family  
Service Centre  
Singapore Human  
Resources Institute  
SAFRA clubs  
Social Development  
Services Club  
Church Groups  
PSB Academy  
STADA  
NTUC Learning Hub  
NTUC Thrift  
Singapore Accountancy  
Academy  
Community centres and  
clubs  
City Harvest Church  
Singapore Polo Club  
Age Management N  
Enrichment Pte Ltd  
PAP Bukit Batok East  
WeWorkz (South West  
CDC)